

ABSTRACT OF THE DISCLOSURE**High Solar Reflectance Coating Composition**

A method of inhibiting the loss of solar reflectivity over time of an exterior elastomeric coating composition comprising an organic binder and at least one inorganic additive comprises: replacing at least a part of the at least one inorganic additive with a solid, particulate, organic polymer having a Tg greater than 70°C. An improved exterior elastomeric coating composition is also disclosed.

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